

AMERICA'S MOST POPULAR TV SHOW

is behind this exciting Father's Day Promotion



"I LOVE LUCY"

Starring **LUCILLE BALL** and **DESI ARNAZ**

HIGHEST RATING! More people watch "I Love Lucy" than any other single show since the advent of television. This great Philip Morris program is seen by more than 35 million people every week. It is now America's Number One Television Program!

REACHING NEW SMOKERS! Thousands of new smokers are being reached every week by "I Love Lucy." And now Lucy and Desi—rated the most popular Mother and Father team on TV by Radio-TV Mirror Magazine—are being starred in a complete Father's Day Promotion. Let them serve you! Use the coupon today!

—to help sell more PHILIP MORRIS for YOU!

"I Love Lucy" starring Lucille Ball and Desi Arnaz is the most popular television show in America today! And now Lucy and Desi are

going to work for you! Yes, this popular couple are going to remind your customers to buy cartons of Philip Morris for Father's Day.

FREE!

This colorful display featuring the stars of "I LOVE LUCY"

Trade with this exciting promotion. SEND FOR A FREE PACKAGE OF FATHER'S DAY PROMOTION MATERIAL. You'll get the big, colorful window poster shown here. It measures 28" x 36". You'll receive 1000 stic packs and 1000 packs of Philip Morris for Father's Day. It's all FREE! Use the coupon below!



**MAIL THIS
COUPON
TODAY!**

PHILIP MORRIS
100 Park Avenue
New York 17, N. Y.
Father's Day Dept.

Yes! We want to trade with Lucille Ball and Desi Arnaz on a Father's Day Promotion to sell cigarettes. Please send us enough material for _____ stores.

NAME _____
ADDRESS _____
CITY _____ STATE _____

Source: <https://www.industrydocuments.ucsf.edu/docs/fzkn0003>